## IAP7 Rec'd PCT/PTO 09 JAN 2006

PTO-1390 (Rev. 07-2005)
Approved for use through 3/31/2007. OMB 0651-0021
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL LETTER TO THE UNITED STATES	ATTORNEY'S DOCKET NUMBER 71503.0006					
DESIGNATED/ELECTED OFFICE (DO/EO/US)	U.S. APPLICATION NO. (#known, see 37 CFR) 1.5)					
CONCERNING A SUBMISSION UNDER 35 U.S.C. 371  INTERNATIONAL APPLICATION NO. INTERNATIONAL FILING DATE	not yet as Si med 2					
PCT/KR2004/001682 8 July 2004	9 July 2003					
TITLE OF INVENTION Advertising System and Method	<b>.</b>					
Ilsing Image Ad Symbols on the APPLICANT(S) FOR DO/EO/US Kyung Yang PARK	Internet					
Applicant herewith submits to the United States Designated/Elected Office (DO/Ed	O/US) the following items and other information:					
1. X This is a <b>FIRST</b> submission of items concerning a submission under 35 U.S.C. 371.						
2. This is a SECOND or SUBSEQUENT submission of items concerning a submission	on under 35 U.S.C. 371.					
3. X This is an express request to begin national examination procedures (35 U.S.C. 37 (5), (6), (9) and (21) indicated below.	71(f)). The submission must include items					
4. X The US has been elected (Article 31).						
5. X A copy of the International Application as filed (35 U.S.C. 371(c)(2))						
a. is attached hereto (required only if not communicated by the Internatio	nal Bureau).					
b. XX has been communicated by the International Bureau.						
c. is not required, as the application was filed in the United States Receive	ring Office (RO/US).					
6. x An English language translation of the International Application as filed (35 U.S.	C. 371(c)(2)).					
a. 🖾 is attached hereto.						
b. has been previously submitted under 35 U.S.C. 154(d)(4).	b. has been previously submitted under 35 U.S.C. 154(d)(4).					
7. Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371(c)(3))						
a. are attached hereto (required only if not communicated by the International Bureau).						
b. have been communicated by the international Bureau.						
c. have not been made; however, the time limit for making such amend	ments has NOT expired.					
d. have not been made and will not be made.						
8. An English language translation of the amendments to the claims under PCT A	An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).					
9. An oath or declaration of the inventor(s) (35 U.S.C. 371(c)(4)).	An oath or declaration of the inventor(s) (35 U.S.C. 371(c)(4)).					
O. An English language translation of the annexes of the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371(c)(5)).						
Items 11 to 20 below concern document(s) or information included:						
11. X An Information Disclosure Statement under 37 CFR 1.97 and 1.98.	An Information Disclosure Statement under 37 CFR 1.97 and 1.98.					
12. An assignment document for recording. A separate cover sheet in compliance w	An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.					
13. X A preliminary amendment.	A preliminary amendment.					
14. An Application Data Sheet under 37 CFR 1.76.	An Application Data Sheet under 37 CFR 1.76.					
15. A substitute specification.	A substitute specification.					
16. A power of attorney and/or change of address letter.	A power of attorney and/or change of address letter.					
17. A computer-readable form of the sequence listing in accordance with PCT Rule	A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 37 CFR 1.821- 1.825.					
18. A second copy of the published International Application under 35 U.S.C. 154(d	A second copy of the published International Application under 35 U.S.C. 154(d)(4).					
19. A second copy of the English language translation of the international applicatio	A second copy of the English language translation of the international application under 35 U.S.C. 154(d)(4).					

This collection of information is required by 37 CFR 1.414 and 1.491-1.492. The information is required to obtain or retain a benefit by the public, which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 15 minutes to complete, including gathering information, preparing, and submitting the completed form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop PCT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. Page 1 of 3

## IAP15 Roc'd PCT/PTO 09 JAN 2006

PTO-1390 (Rev. 07-2005)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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U.S. APPLICA	HON NO. (IL Known,	gnown_see_ (Larabs) INTERNATIONAL APPLICATION NO.		ATTORNEY'S DOCKET NUMBER		
not y	HUAS SO	PCT/KR2004/001		1/0018682	71503.0006	
Internat Statemer	nt); PCT	arch Repo	nted Drawings ort (enclosed ISR/Written ( Nication	as part of	Informati	ion Disclosu
The foll	owing fees have b	een submitted			CALCULATIONS	PTO USE ONLY
	-			\$300	\$	·
22. 🔀 Exan	nination fee (37 CF	R 1 492(c))			300	
, \	•				\$	
If the written opinion prepared by ISA/US or the international preliminary examination report prepared by IPEA/US indicates all claims satisfy provisions of PCT Article 33(1)-(4)						
All other situations\$200					200	
23. Search fee (37 CFR 1.492(b))  If the written opinion of the ISA/US or the International preliminary examination report prepared by IPEA/US indicates all claims satisfy provisions of PCT Article 33(1)-(4)\$0  Search fee (37 CFR 1.445(a)(2)) has been paid on the international application to the USPTO as an International Searching Authority				\$ 400 \$		
All other situation						
TOTAL OF 21, 22 and 23 =  Additional fee for specification and drawings filed in paper over 100 sheets (excluding sequence listing in compliance with 37 CFR 1.821(c) or (e) or computer program listing in an electronic medium) (37 CFR 1.492(j)).						
The fee is \$250 for each additional 50 sheets of paper or fraction thereof.						
Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof (round up to a whole number)		RATE		
- 100 =	/50 =			x \$250	\$	· · · · · · · · · · · · · · · · · · ·
			fee, examination fee, or the (37 CFR 1.492(h)).	oath or declaration	\$	
CLAIMS	NUMB	ER FILED	NUMBER EXTRA	RATE	\$	
Total claims		24 - 20 =	4	x \$ 50	\$ 200	
Independent clai	ms	- 3 =		× \$200	\$	
MULTIPLE DEPENDENT CLAIM(S) (if applicable) + \$360			\$			
TOTAL OF ABOVE CALCULATIONS =				<b>\$</b> 1100		
Applicant claims small entity status. See 37 CFR 1.27. Fees above are reduced by 1/2.						
				SUBTOTAL =	<b>\$</b> 550	
Processing fee of \$130.00 for furnishing the English translation later than 30 months from the earliest claimed priority date (37 CFR 1.492(i)).		\$				
TOTAL NATIONAL FEE =			\$ 550			
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). <b>\$40.00</b> per property +		\$				
			TOTAL F	EES ENCLOSED =	<b>\$</b> 550	
	·· • · · • • • •				Amount to be refunded:	\$
					Amount to be charged	\$

## 10/563757 IAP15 Rec'd PCT/PT0 09 JAN 2006 PTO-1390 (Rev. 07-2005) Approved for use through 3/31/2007. OMB 0651-0021 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

а. Ц	A check in the amount of \$ to cover the above	fees is enclose	d.			
b. 🔀	Please charge my Deposit Account No. $\underline{50-0951}$ in the amount of \$ _ A duplicate copy of this sheet is enclosed.	<u>550</u> to	o cover the above fees.			
c. 🔀	The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 50-951. A duplicate copy of this sheet is enclosed.					
d. 🔲	Fees are to be charged to a credit card. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.					
NOTE: Where an appropriate time limit under 37 CFR 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed						
and granted to restore the International Application to pending status.						
			·			
SEND AL	LL CORRESPONDENCE TO:	Dean	C. Edwards			
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